

## Alexandria Policy Modification for Retail Oriented Shopping Street Wayfinding Signage

Proposed is a text amendment to eliminate Section 9-202 (F) and replace it with a new amended Section PD.3 (page 53) of the “Wayfinding System: Design Guidelines Manual” that had been approved by the Planning Commission on September 7, 2010. The amendment would read as follows:

### PD.3 Pedestrian Directional

#### a-frame Pedestrian-Oriented Shopping Street Wayfinding Signs

##### **rationale**

~~A-frame Small, installed signs along major pedestrian-oriented retail streets signs such as King Street, Mt. Vernon Avenue, and other similar streets, are a component of and coordinate fully with the design character of the wayfinding program, and allow increased visibility for shopping and dining on pedestrian-oriented side streets. The City will coordinate the fabrication and management of these signs as part of the governmental wayfinding program. Eligible businesses may partner together to apply for a group A-frame sign permit to have a small sign plate added to a pedestrian directional sign structure located at the closest corner along the major shopping street in their neighborhood. Business owners are responsible for coordinating with other eligible businesses, fabricating and applying to participate in this program, designing an insertion that fits into the sign structure, and paying for the necessary fees for participation in the signs. These business must, and complying with city ordinances and guidelines related to signage and administered by the Department of Planning and Zoning and/or the Department of Transportation and Environmental Services. This program would replace the King Street A-Frame Sign Program.~~

##### **locations**

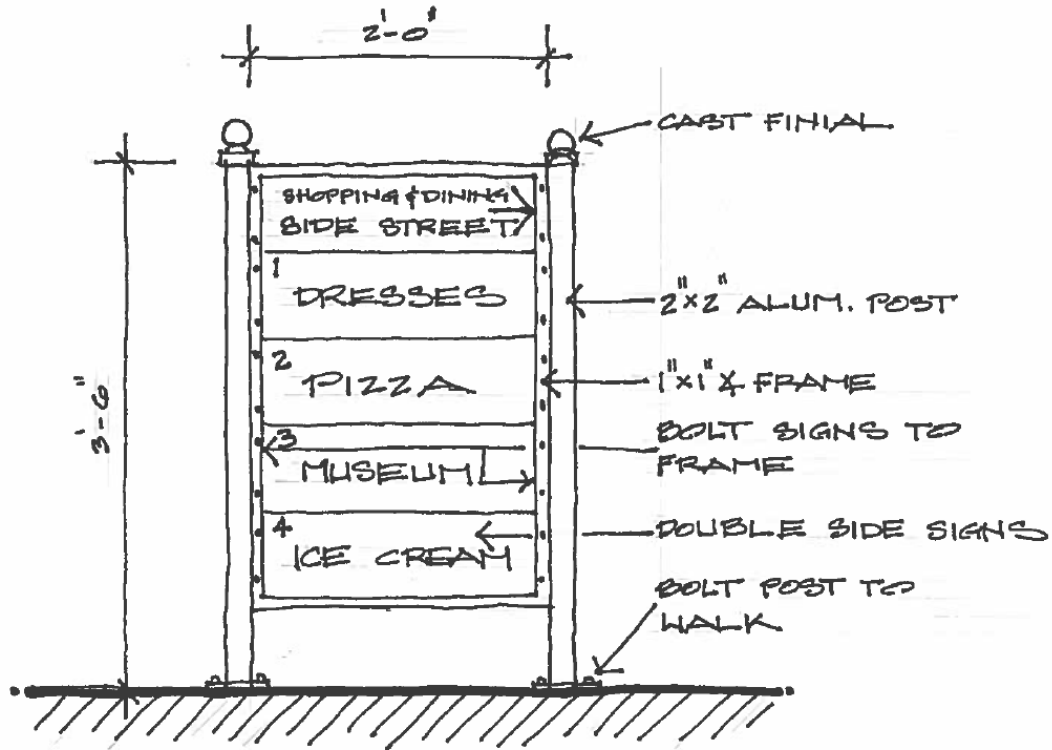
~~Placed at street corners of appropriate pedestrian-oriented shopping district streets (The Central Business District along King Street, the commercial zones that border Mt. Vernon Avenue, etc.) to direct pedestrians to businesses on those side streets. Approved locations shall comply with ADA and pedestrian access. Pedestrian safety shall be preserved through the placement and securing of signs so as to permit safe and adequate pedestrian thoroughway along the sidewalk, crossing of streets, entry and alighting from cars and buses, and access to curb ramps. A maximum of four signs may be located on any one intersection, one on each corner. For each sign, eligible businesses include restaurants, retail oriented businesses, and personal services.,~~

##### **content and design**

~~Typeface, flourishes and arrows are standard to the wayfinding system and must be matched. “Shopping and Dining” message may change depending on which services are available on a given street. The live area in the center of the sign may be subdivided into shall be designed as an area for inserting individual sign strips to accommodate however many businesses will appear apply, up to a reasonable maximum number of businesses to ensure readability. Sign components installed by each business may not exceed the space available for installation as determined by the Director of Transportation and Environmental and Services and the Director of Planning and Zoning. The sign structure shall not exceed 42 inches in height and 30 inches in width.~~

##### **material**

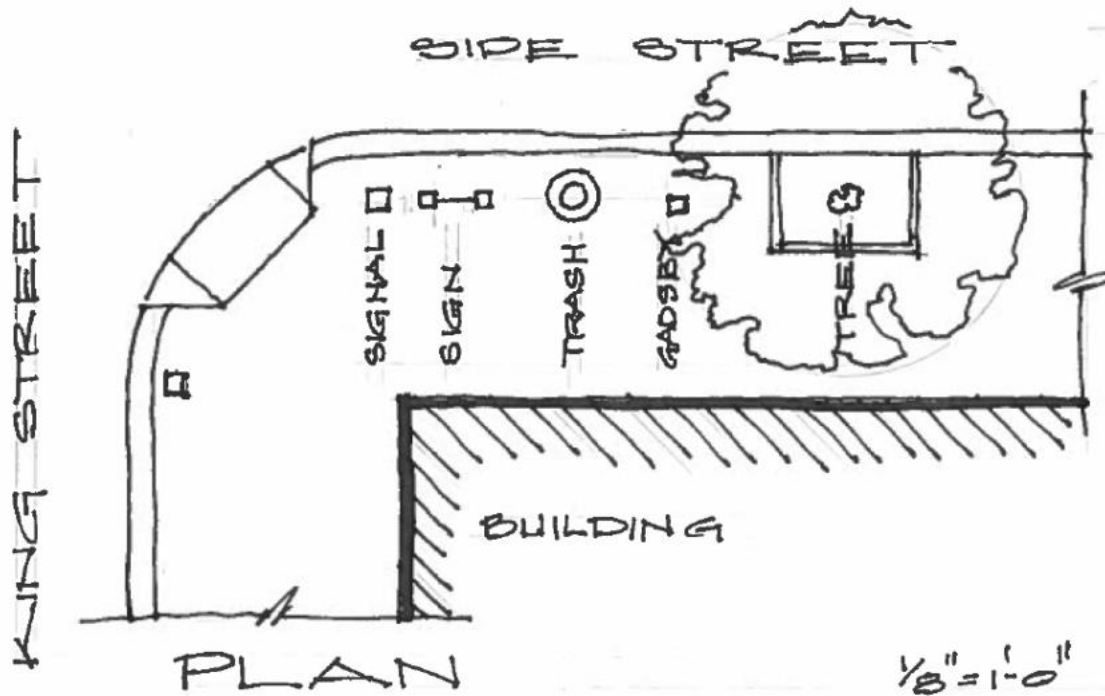
~~Solid painted black metal posts mounted onto the sidewalk with a supporting frame keep the sign rigid and stable. A top piece contains directional information and is painted black. Metal sign panels, of a minimum thickness, highlight individual business and are inserted into the frame. Of minimum thickness and stability perm program requirements sufficient to keep the sign face figit in the frame and to prevent tipping. See illustration of sign framing design and example of placement location:~~



ELEVATION

1"=1'-0"

6/29/15



1/8"=1'-0"